

"THE SUN HAS RISEN ON A NEW DAY IN BREAD MAKING"

Here it is—"the Key to Health"



The Ward Baking Company presents to Mankind an unsurpassed food

The WHITE SUPER-BREAD of Science

The world's greatest bakers co-operating with science have produced a creamy white bread containing the combined nourishment of whole wheat and whole milk

Some Scientific Facts about VITOVIM BREAD

VITOVIM BREAD contains proteins of superior food value for growth and strength.

—liberal amounts of vitamins A and B.

—a well-balanced variety of body-building salts for bones and teeth.

It is rich in the food elements needed by the mother and growing child.

It supplies abundant energy at low cost.

Measured by the elements necessary in the food for young and old, VITOVIM is the most nutritious bread ever baked and one of the most perfect single foods ever produced.

The purity and quality of all ingredients and VITOVIM BREAD itself are constantly controlled by laboratory and feeding tests. Also backed by the widely known Ward warranty and guarantee of many years' standing covering all Ward products.

FOR twenty years the Ward Baking Company has been working to create a bread which would represent a complete all-around food. Everyone eats bread. Most people eat a great deal of bread. If the bread you eat is deficient in important food elements, your diet is likely to be lacking in some of the factors that are essential to health and vigor.

Ward's work in the production of this super-bread has been more successful than the most optimistic could have hoped for. It has resulted in one of the greatest achievements in the whole record of scientific research as applied to the service of humanity. It enables the Ward Baking Company to present today a remarkable new food—the most nourishing loaf of white wheat bread, or bread of any other kind, ever baked!

A nutritious, delicious, creamy white bread, rich in important vitamins, mineral elements and proteins of wheat and milk.

Ward's VITOVIM BREAD contains more of the food elements needed by the human body for growth, for building muscle, bone, teeth, nerves and blood, for repairing the natural wear and tear of the body and for the preservation of health and vigor—than has ever before been secured in bread.

The finest flour is but the first of the valuable foods which go to make up this wonderful new loaf. There are added all the health-giving elements of the "germ" or heart of the wheat berry, where Nature stores the life essentials of the grain. These treasures of the wheat heart, until recently unappreciated, are discarded in the milling of white flour.

It has long been known that the most essential food elements of wheat have been lost from food for men and women, nursing mothers and children, and turned into feed for hogs and cattle. Ward's VITOVIM BREAD

gives back these essential elements of nutrition to the human family.

Instead of water the richest whole milk is the liquid ingredient of the dough and additional amounts of the nutritious solids found in milk are introduced. No bread has ever been so rich in milk. No bread has ever been so good.

Years of research and almost two million dollars expended to develop and prove the VITOVIM loaf.

Not only is the VITOVIM loaf a creamy white delight to the eye, but a tasty, satisfying addition to the most appetizing meal.

Here is not only satisfaction for the senses, but the food wealth of wheat, the life-sustaining elements of milk, the important vitamins without which science knows life cannot continue. Generation after generation of small animals have been reared to maturity and perfect health and at normal rate of growth on VITOVIM and water alone, proving beyond doubt its nutritional value. The like cannot be said of any other bread.

Remember that the VITOVIM loaf is the result of a deliberate effort to produce not simply an improved bread, but a food which could be truly termed "the staff of life."

For a score of years leading food scientists and dietitians and the technical staff of the Ward Baking Company have been applying their united forces toward this present achievement. Almost two million dollars have been expended in preliminary work and in the construction of the plant at Warren, Ohio, where some of the newly developed elements in VITOVIM BREAD are produced.

Even when VITOVIM BREAD was perfected and had aroused the enthusiasm of all who were in the secret, the Ward Baking Company and its scientific advisors were not yet willing to offer it to the public. They

felt that this new product was of such momentous importance that it could be given the announcement which its value justified, only after the most thorough and searching practical tests.

VITOVIM BREAD has been baked daily for more than eighteen months and during this time hundreds of feeding tests have been carried out. The most critical standards of judgment have been applied. Today there can be no possible doubt. The statements made in this advertisement are not opinions, not the reflections of hopes, but facts founded upon actual scientific tests and approved by the ablest scientific men and nutritional experts.

Besides being the best bread ever produced, VITOVIM is an economical food. And flavor! You have never tasted any white bread so delicious.

Vitamins belong in food—depend upon VITOVIM BREAD for Vitamins—for maximum nutrition at minimum cost.

This super-bread costs only a trifle more than ordinary bread, but it is worth much more. If its cost were twice as much, it would still be a revolutionary value in foods.

VITOVIM is founded on the rock of economy. It supplies all that any other bread has ever supplied, together with vitamins from milk and wheat—also proteins and mineral nutrients which are lacking in many of the foods you now eat.

Get your vitamins from this daily dependable and economical source. Make VITOVIM your bread and stick to it for life.

VITOVIM is a real protective food—it is an aid to health, strength, vigor and resistance to disease. In addition to all this, it is the most delicious bread you have ever tasted.

VITOVIM expresses the world's latest and deepest knowledge of human nutrition.

Every statement made in this advertisement was first submitted to the critical review of several of the world's experts in nutrition

VITOVIM BREAD will be on sale at your neighborhood dealer's tomorrow. Place your order today.

100% NUTRITION

"Eat a Pound a Day"

WARD'S
VITOVIM
REG. U.S. PAT. OFF.
BREAD

All competitive breads—home-made bread, too—are challenged to equal the nutritional value of VITOVIM BREAD in public tests!

WARD BAKING COMPANY